Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently amended) An Internet advertising system comprising:

a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia

5   presentation represented by an embedded advertisement placeholder, the embedded advertisement placeholder programmed to dynamically perform a series of actions <u>that follow the movement</u> of the given item within the multimedia presentation;

a set of advertisements corresponding to the embedded

10   advertisement placeholder, each of the advertisements being indexed by at least one demographic indicator, and each of the advertisements stored separate from the multimedia presentation;

identifier means for identifying at least one demographic characteristic of a user, wherein the at least one demographic characteristic of

15   the user corresponds to at least one demographic indicator;

selector means for selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, the selector means configured to receive the at least one demographic characteristic of the user from the identifier means, and the selector means

20   including a comparison of the user's at least one demographic characteristic with the at least one demographic indicator of each advertisement to select the relevant advertisement for the user;

inserter means for inserting the relevant advertisement stored separate from the multimedia presentation into the embedded advertisement

25 placeholder of the multimedia presentation, the inserter means configured to receive the relevant advertisement from the selector means so as to create a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's at least one demographic characteristic, and the inserter means

30 configured to insert the relevant advertisement after the identifier means has identified the at least one demographic characteristic of the user; and

delivery means for delivering to the user the seamless advertisement created by the inserter means from the multimedia presentation having the embedded advertisement placeholder and from the set of

35 advertisements stored separate from the multimedia presentation.

2.   (Original) The system of claim 1 further comprising a hyperlink in the advertisement contained in the multimedia presentation.

3.   (Original) The system of claim 2 wherein the hyperlink in the advertisement is a hyperlink to an advertiser's website.

4.   (Original) The system of claim 1 wherein the multimedia presentation is an animation.

5.   (Previously presented) The system of claim 4 wherein the animation is created using Macromedia Flash software.

6.   (Original) The system of claim 5 wherein the Flash animation is an original presentation.

7.   (Previously presented) The system of claim 5 wherein the Flash animation is a pre- existing presentation and the embedded advertisement placeholder is then added to the pre-existing presentation.

8.   (Previously presented) The system of claim 1 wherein the multimedia presentation includes at least two embedded advertisement placeholders.

9.   (Previously presented) The system of claim 8 further comprising multiple sets of advertisements, each set of advertisements corresponding to one of the at least two embedded advertisement placeholders.

10.   (Original) The system of claim 1 wherein the identifier means includes cookies generated by an Internet browser of the user.

11.   (Original) The system of claim 1 wherein the identifier means includes a survey completed by the user.

12.   (Original) The system of claim 1 wherein the inserter means is a computer program.

13.   (Previously presented) The system of claim 12 wherein the computer program is Macromedia Generator.

14.   (Previously presented) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded advertisement placeholder is also stored on the first server.

15.   (Previously presented)   The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded advertisement placeholder is stored on a second server.

16.   (Previously presented) The system of claim 1 wherein the delivery means is an Internet connection between a first server storing the multimedia presentation containing the embedded advertisement placeholder and a computer operated by the user.

17.   (Original) The system of claim 16 further comprising a syndication network.

18.   (Original) The system of claim 17 wherein the syndication network collects the multimedia presentation and the selected advertisement, and the syndication network delivers the multimedia presentation containing the selected advertisement to the user's computer.

19.   (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation and the selected advertisement separate from one another, and a server in the syndication network inserts the selected advertisement into the multimedia presentation.

20.   (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation having the selected advertisement inserted therein previous to entering the syndication network.

21.   (Original) The system of claim 18 wherein the syndication network collects information relating to the identifier means from the user's computer and delivers the identifier information to the selector means.

22.   (Previously presented) The system of claim 1 further comprising a media buyer providing at least a portion of the set of advertisements.

23.   (Original)   The system of claim 22 wherein the media buyer receives information relating to the identifier means from the user's computer.

24.   (Previously presented) The system of claim 21 further comprising a media buyer providing at least a portion of the set of advertisements, wherein the identifier information from the syndication network is further delivered to the media buyer.

25.   (Original)   The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and from the media buyer to the selector means.

26.   (Original)   The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means.

27.   (Previously presented) The system of claim 1 further comprising means for assessing an advertisement charge to the sponsor of the selected advertisement delivered in the multimedia presentation.

28.   (Original)   The system of claim 27 wherein the sponsor's advertising charge is paid to an owner of the multimedia presentation.

29.   (Original)   The system of claim 27 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation and an owner of a media buyer providing the selected advertisement.

30.   (Original)   The system of claim 29 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the inserted advertisement, and an owner of the delivery means for providing the multimedia
5   presentation to the user.

31.   (Original) The system of claim 30 wherein the delivery means is a syndication network.

32.   (Currently amended) An Internet advertising system comprising:
            a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia
5   presentation represented by an embedded advertisement placeholder, and the embedded advertisement placeholder programmed to dynamically follow a series of actions of the given item within the selected component <u>as the selected component moves relative to other parts</u> of the multimedia presentation;
10   a set of advertisements corresponding to the embedded advertisement placeholder, and each of the advertisements stored separate from the multimedia presentation;

identifier means for identifying a user;

selector means for selecting a relevant advertisement from the set

15 of advertisements stored separate from the multimedia presentation, wherein the selector means select the relevant advertisement subsequent to the identification of the user by the identifier means;

inserter means for inserting the relevant advertisement stored separate from the multimedia presentation into the embedded advertisement

20 placeholder of the multimedia presentation, the inserter means configured to receive the relevant advertisement from the selector means so as to create a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation, and the inserter means configured to insert the relevant advertisement after the identifier means

25 has identified the user; and

delivery means for delivering to the user the seamless advertisement created by the inserter means from the multimedia presentation having the embedded advertisement placeholder and from the set of advertisements stored separate from the multimedia presentation.

33.   (Original) The system of claim 32 wherein the selector randomly selects the advertisement.

34.   (Original)   The system of claim 32 wherein the seamless advertisement is dynamically contained in the multimedia presentation.

35.   (Currently amended) An Internet advertising system comprising:

an original Macromedia Flash animation having a given item within the Flash animation represented by an embedded placeholder, the embedded advertisement placeholder programmed to dynamically follow a series of actions

5   of the given item within the Flash animation <u>such that the advertisement</u>
<u>placeholder moves with the given item as the given item moves</u>;

a set of advertisements, each of the advertisements
corresponding to the embedded advertisement placeholder, each of the
advertisements being indexed by at least one demographic indicator, and each

10   of the advertisements stored separate from the Flash animation;

cookies generated by an Internet browser of a user for identifying
at least one demographic characteristic of the user;

selector means for selecting a relevant advertisement from the set
of advertisements stored separate from the Flash animation, the selector means

15   configured to receive the cookies generated by the Internet browser of the user,
and the selector means including a comparison of the user's cookies with the at
least one demographic indicator of each indexed advertisement to select the
relevant advertisement for the user;

a Macromedia Generator computer program for inserting the

20   relevant advertisement stored separate from the Flash animation into the
embedded advertisement placeholder of the Flash animation, the Generator
computer program creating a seamless advertisement programmed to
dynamically follow the series of actions of the given item integrated within the
Flash animation and targeted to the user's at least one demographic

25   characteristic, and the Generator computer program configured to insert the
relevant advertisement after the identifier means has identified the at least one
demographic characteristic of the user;

a syndication network for delivering to a computer operated by the
user the seamless advertisement created by the Macromedia Generator

30   computer program from the Flash animation having the embedded
advertisement placeholder and from the set of advertisements stored separate
from the Flash animation;

a media buyer providing at least a portion of the set of advertisements, wherein the identifier information is delivered from the

35   syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

means for assessing a fee to the user for delivery of the Flash animation, the fee being apportioned to a group comprising an owner of the Flash animation, an owner of the syndication network and an owner of the

40   media buyer;

means for assessing an advertisement charge to the sponsor of the advertisement delivered in the Flash animation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the Flash animation, an owner of a media buyer providing the selected

45   advertisement, and an owner of the delivery means for providing the Flash animation to the user; and

a hyperlink in the advertisement contained in the Flash animation, wherein the hyperlink takes the user to an advertiser's website.

36.   (Previously presented)   An Internet advertising method comprising:

providing a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation

5   and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded advertisement placeholder, and the embedded advertisement placeholder programmed to dynamically follow a series of actions of the given item while the given item moves within the multimedia presentation;

10   providing a set of advertisements corresponding to the embedded advertisement placeholder, each of the advertisements being indexed by at

least one demographic indicator, and each of the advertisements stored separate from the multimedia presentation;

identifying at least one demographic characteristic of a user;

15   selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, the advertisement selection including a comparison of the user's at least one demographic characteristic with at least one demographic indicator of each advertisement, wherein the relevant advertisement for the user is selected subsequent to the step of

20   identifying the at least one demographic characteristic of the user;

inserting the relevant advertisement stored separate from the multimedia presentation into the embedded advertisement placeholder of the multimedia presentation, wherein a seamless advertisement programmed to dynamically follow the actions of the given item integrated within the multimedia

25   presentation and targeted to the user's demographic characteristics is created after identifying the at least one demographic characteristic of the user; and

delivering to the user the seamless advertisement created by inserting the relevant advertisement stored separate from the multimedia presentation into the embedded advertisement placeholder of the multimedia

30   presentation that is created after identifying the at least one demographic characteristic of the user.

37.   (Previously presented)   An Internet advertising method comprising:

providing an original Macromedia Flash animation, at least two given items within the Flash animation represented by at least two embedded

5   advertisement placeholders, and the at least two embedded advertisement placeholders programmed to dynamically follow a series of actions of the at least two given items within the Flash animation;

providing multiple sets of advertisements, each set of advertisements corresponding to one of the at least two embedded

10   advertisement placeholders, and each set of advertisements being indexed by at least one demographic indicator;

identifying cookies generated by an Internet browser of a user, wherein at least one demographic characteristic of the user is identified;

selecting a relevant advertisement corresponding to the cookies

15   generated by the Internet browser of the user from each set of advertisements stored separate from the Flash animation, the step of selecting the relevant advertisements including a comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the relevant advertisements for the user;

20   inserting the selected advertisements stored separate from the Flash animation into the at least two embedded advertisement placeholders of the Flash animation using a Macromedia Generator computer program, the Generator computer program creating seamless advertisements programmed to dynamically follow the series of actions of the at least two given items integrated

25   within the Flash animation and targeted to the user's demographic characteristics, wherein the step of inserting the selected advertisements into the embedded advertisement placeholders of the Flash animation is subsequent to the steps of identifying cookies generated by the Internet browser of the user, and selecting the relevant advertisement from each set of

30   advertisements corresponding to the cookies generated by the Internet browser of the user after the Generator computer program has identified the at least one demographic characteristic of the user;

providing a syndication network for delivering to the user the seamless advertisement created by the Generator computer program from the

35   Flash animation having the at least two embedded advertisement placeholders

and from the multiple sets of advertisements stored separate from the Flash animation;

        providing at least a portion of the multiple sets of advertisements through a media buyer, wherein the identifier information is delivered from the

40   syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

        charging a fee to the user for delivery of the Flash animation, the user fee being apportioned to a group comprising an owner of the Flash animation, an owner of the syndication network and an owner of the media

45   buyer;

        charging the sponsor of the advertisements delivered in the Flash animation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the Flash animation, an owner of a media buyer providing the selected advertisements, and an owner of the delivery means for

50   providing the Flash animation to the user; and

        providing a hyperlink in the advertisements contained in the Flash animation, wherein the hyperlink takes the user to an advertiser's website.

     38.   (Currently amended) An Internet advertising system comprising:

        a multimedia presentation ~~having an animation~~;

        said ~~animation~~ <u>presentation</u> having a character that moves ~~in a series of actions~~;

5   said character having <u>thereon</u> an embedded advertisement placeholder;

        <u>said embedded advertisement placeholder provides changeable advertisements on said character while said character otherwise remains unchanged</u>;

10   said embedded advertisement placeholder ~~remaining in a fixed~~ ~~positional relationship to~~ <u>moves with</u> said character as the character moves ~~in~~ ~~said series of actions~~;

<u>said changeable advertisements are in the form of</u> a set of advertisements ~~corresponding to said embedded advertisement placeholder~~

15   and indexed by one or more demographic indicators;

selector means for selecting an advertisement from said set of advertisements based on said demographic indicators;

~~whereby said selected advertisement dynamically follows said~~ ~~series of actions while remaining in said fixed positional relationship to said~~

20   ~~character~~.

39.   (Previously presented) The system of claim 38 wherein each of said advertisements corresponds to a demographic indicator.

40.   (Previously presented) The system of claim 38 wherein said selector means selects said an advertisement according to a user identifier.

41.   (Previously presented) The system of claim 38 wherein said embedded advertisement placeholder is operatively on clothing of said character.

42.   (Currently amended) An Internet advertising system comprising:

a multimedia presentation having ~~an~~ <u>a first</u> object;

said <u>first</u> object ~~includes~~ <u>including</u> an embedded advertisement placeholder that remains dynamically contained in said multimedia presentation;

5   <u>said embedded advertisement placeholder provides changeable</u> <u>advertisements on said first object in the absence of having to substitute a</u> <u>second object for said first object;</u>

said <u>first</u> object ~~is~~ <u>being</u> distinct from a general background of said multimedia presentation;

10   a plurality of advertisements <u>comprising said changeable advertisements</u>;

a user identifier having a user characteristic;

a selector that selects an advertisement from said plurality of advertisements based on said user characteristic;

15   an inserter that inserts said selected advertisement into said embedded advertisement placeholder; and

a delivery system for delivering said multimedia presentation to a user.

43.   (Previously presented) The system of claim 42 further comprising a hyperlink corresponding to a sponsor's website of said selected advertisement.

44.   (Currently amended) The system of claim 42 wherein said <u>first</u> object is selected from the group consisting of graphics, animated graphics, and full-motion video.

45.   (New) An Internet advertising system comprising:

a first presentation having a first object;

said first object includes an embedded advertisement placeholder;

said embedded advertisement placeholder provides changeable

5   advertisements on said first object;

said advertisements being changeable in the absence of having to substitute a second object in a second presentation for said first object in order to change from a first advertisement to a second advertisement<u>;</u>

a user identifier having a user characteristic;

10   a selector that selects an advertisement from said plurality of advertisements based on said user characteristic.

46.   (New) The system of claim 45 wherein one of said first presentation and said second presentation comprises an animation.

47.   (New) The system of claim 45 wherein said embedded advertisement placeholder can be used for changeable advertisements by a plurality of advertisers.

48.   (New) The system of claim 45 wherein said changeable advertisements are stored separate from an underlying program that provides said first presentation.